

COMPANY PROFILE



Research services

We provide meaningful insights
that inspire change

www.vision-africa.com

Who we are

We are passionate, result-driven individuals who achieve success by creating innovative survey-based research products and services for clients in a competitive and evolving African market.

Vision Africa Research is the leading market research agency in Namibia. Established in 1999, the company has a well-established, professional team and comprehensive field force in Namibia. We also boast a network of research personnel in Angola, Botswana, Malawi, Mozambique, Zambia and Zimbabwe.

Vision Africa subscribes to the Code of Conduct of the European Society for Opinion and Marketing Research (ESOMAR) and is a corporate member of the Southern African Marketing Research Association (SAMRA).

We have an established presence in a range of African countries



What we do

We provide meaningful insights that inspire change. We help our clients understand what their customers, employees and stakeholders are thinking and why, so they can shape their future for success.



Our clients are diverse in culture, background and location. After 21 years in the industry, we have a well-rounded understanding of these markets and the human factors driving them.

We offer a wide range of custom and syndicated research services covering various sectors such as financial services, telecommunications, manufacturing, health care, and retail (FMCG).

We conduct full service qualitative and quantitative market research projects as the preferred supplier to clients ranging from local small businesses and even start-ups to several international customers and research agencies in the different markets across Southern Africa.

How we do it

Vision Africa boasts a highly skilled, passionate and enthusiastic team, sharing values and working towards one goal – to serve and build the economy in Namibia and surrounding African countries.

Just as consumer behaviour is changing and evolving, our team keeps themselves abreast of the latest developments in the research industry to ensure we create a competitive advantage for our clients.

Vision Africa continues to build its skills and capabilities by attracting dynamic, young professionals forming our trained, multilingual field force of project-based interviewers in Namibia, Angola, Botswana, Malawi, Mozambique, Zambia and Zimbabwe.



Whether you need customer feedback, or want to understand how your business is being perceived, we provide total project management, implementation and analysis services.

Typical projects are:

- Business Reputation Surveys
- Brand Performance
- Customer Satisfaction Surveys
- Employee Opinion Surveys
- Advertising pre-testing
- Retail Audits
- Mystery Shopping
- Product Testing
- Packaging Testing
- Social Research

MediaMetrics™
A VISION AFRICA PRODUCT

MediaMetrics™ is a Vision Africa product that has become the de facto standard for media consumption and awareness in Namibia. We measure the reading, viewing and listening habits of Namibians to help you make better marketing decisions on where and how to advertise your business, product or service.



Why Vision Africa

We help our client ask constructive questions effectively and efficiently that will lead to a quantifiable out-come and subsequent solutions.

Through expertly designed questionnaires and discussion guides, we break the code to the human factor that is influencing businesses' efficacy.

Many years of field experience allows us to utilise smart sampling techniques and methodologies, diving deeply to understand the underlying motivators that drive human behaviour.



With whom we have worked

We have worked for many organizations in as many industries and countries. Not only do we work directly with organizations, but we support multi-country surveys for some of the top international research agencies.

We have worked with the following agencies:

- Kantar
- Ipsos
- Nielsen
- Gfk
- BMI South Africa

We have worked with the following companies:

- Bank Windhoek
- NMH
- TN Mobile
- FNB Namibia
- MTC
- Multichoice
- Namib Mills
- Namibia Breweries
- Kosmos 94.1
- NamPost
- Old Mutual Namibia
- Standard Bank Namibia
- Telecom Namibia
- Puma
- Diageo
- Kraft Europe
- Distell
- Shell
- Santam
- National Brands Limited
- GIPF
- Meatco
- The Namibian
- Future Media
- Development Bank of Namibia


Get in touch

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